

## General Plan Update Workshop Video

### Mock 2030 State of the City Address

Good Evening fellow concilmembers, honorable members of the Planning Commission and citizens of Chula Vista. As the 45<sup>th</sup> mayor of Chula Vista, I stand here before you tonight to present the 2030 State of the City Address from the George Kreml Ballroom of the Chula Vista Marina Marriott. As we look to the future of our fine city, I'd like to also take the opportunity to reflect on all that we have accomplished.

Our vibrant downtown is now an urban environment, diverse in its appearance and residents. The civic heart of Chula Vista bustles with life. The historic Third Avenue corridor, with its many sidewalk cafes, quality restaurants, and arts and entertainment options, attracts residents from all areas of the city. It also continues to be a gathering place for the community. Our upcoming 25th annual Taste of Third Art Walk will again draw participants and visitors from all of Southern California and Mexico. Our downtown Mary Salas Cultural Arts Center just celebrated its 15 year anniversary and continues to be a respected venue for a wide variety art, film, performing arts and music exhibitions.

Broadway, H Street and E Street corridors have been transformed into mixed-use areas where residents can live and work without a commute. The H and E Street Transit Centers have been recognized in recent years by the EPA's Smart Growth Achievement Award Program and has also received the APA's National Planning Award. These areas include high-quality residential units with views to the bay and neighborhood businesses built into the project that allow residents access to services without getting in their car. These gateways into our city have become an area of pride to our residents and businesses.

One key to our revitalization efforts has been the establishment of a transportation network, which enables residents and business commuters to move throughout the City and connect easily with regional transit systems. The highly traveled Bus Rapid Transit System has been a large success and ridership continues to increase each year. In addition, the City has just received our third CBTP (Community Based Transportation Planning) Grant from the State for expansion of our BRT line to areas of Broadway south of H Street. The connection of the MTDB trolley line into eastern Chula Vista has eased congestion on the roadways and allows residents to travel quickly and easily between the bayfront and areas of eastern Chula Vista.

Our Bayfront has become a much-coveted place to live and attracts visitors for its many amenities, such as shopping, dining, and boating. In addition, the trail system and recreation areas along the bay provide visitors with the opportunity to enjoy the unique setting and natural environment. The Chula Vista Nature Center continues to expand its programs and facilities for education and has received awards for its exceptional design and its innovative educational approach.

Environmental stewardship remains an important aspect of our city life. Our dedication to sustainable development through energy conservation, green building standards, and environmental protection have resulted in a quality of life for our residents that is unmatched by other cities our size. The balance between preserved open space and access to the natural environment for recreational use has resulted in a thriving environmental habitat and an extensive system of nature trails allowing hikers to travel from the bay to the mountains.

Script for GPU Mock State of City Video

Our Multi-Institutional University, which is highly acclaimed for its programs in International Relations and the Environment, continues to operate based upon its founding principals of distinction, access and economic development. Many of our local high school students, such as my niece Olivia, have earned their degrees or are currently attending the university. Our university complex has also developed many partnerships with research and development firms in the nearby Chula Vista University Technology Park. The park provides hundreds of high paying jobs for Chula Vista residents.

The Eastern Urban Center provides a unique opportunity for residents to live in a truly urban setting in high-rise residential and mixed-use buildings. The area includes a variety of upscale shopping and dining opportunities, a world-class library, and the Otay Performing Arts Center. In addition the EUC provides thousands of square feet of class A office space which draws businesses from throughout the country and provides exceptional job opportunities to our residents.

Chula Vista continues to be recognized outside the region through the Olympic Training Center and Coors Amphitheatre. The Olympic Training Center is renown for its exceptional facilities and constant production of medal winning athletes. Coors Amphitheatre remains one of the top selling concert venues in the region.

The current citizens of Chula Vista are vital to the planning and vision of our city, have benefited from the efforts of our past officials and active citizens. Chula Vistans share a greater sense of identity than ever before. Through all the development and change, the character of the core residential communities has continued to thrive. Our civic spaces and buildings provide a new spirit of community to our downtown. Our Bayfront, Eastern Urban Center and Historic Downtown each offer something unique that we once were forced to look for outside of our city limits. Opportunities for our citizens to eat, shop and enjoy are greater than ever before. Our transportation system has become a model to other developing cities and provides links between all regions of our large city. We have extensive networks of open space for both conservation and recreation and our open space preserves continue to provide thriving habitat to sensitive species. Our citizens enjoy the stability of generations of family who can live within the City due to the broad range of housing available.

I am pleased to say the State of the City in 2030 is excellent. Our predecessors, who had the foresight and will to work so diligently in laying out the vision and plans for the development of our beautiful city, deserve our recognition today. The 2005 General Plan Update set the framework for the current appearance and function of our city. If it weren't for their efforts and the involvement of the community our city would undoubtedly look quite different today. So, tonight we not only salute our excellent city and its bright future, but also the pioneers, Mayor Padilla, City Council, Citizen Groups and the community who had the vision of what our city could be and has become.